

## COLUMBIA WORKING ON 50 FEATURES

### Ontario Exhibs Fight Toll TV

Seven points of objection to toll TV in Canada were given by the Motion Picture Theatres Association of Ontario in a letter to R. M. Fowler, chairman of the Royal Commission on Broadcasting, which explained the delay as growing out of the need for a full meeting.

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### Strong Seasonal List From MGM

A series of films which promises to be strong fare for theatres in the pre-holiday season and provide plenty of impetus to the box-office in the New Year has been tentatively scheduled by MGM for this month, December and January. Headed by Teahouse of the

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### MATCHING TOP COMPANIES IN PRODUCTIVITY AND POWER

Columbia, with The Solid Gold Cadillac bolstering theatre business and other strong attractions to follow, has a production program ahead that demonstrates the faith of the company's leaders in the durability of the cinema as popular entertainment.

#### Fox Still Working On Eidophor Show TV

Twentieth Century-Fox is still working on its Eidophor system of theatre television, with which it identified itself in a large way until it switched its attention to CinemaScope. Canadian and USA installations for CinemaScope stand at 17,561 and those overseas at 21,792—the saturation point. The research on Eidophor seeks to perfect it in CinemaScope dimensions. General Electric will manufacture the equipment.

Skouras told the New York press conference—at which he announced 50-54 features as the company's one-year production schedule—that he believes making films available for toll TV "will create an audience appetite for film entertainment and get them back into theatres."

"Ill-advised" was how he described the entrance of exhibitors into production. It won't solve the product shortage, he said.

Fifty features, of which 18 will command a total budget of \$35,000,000, will be in preparation or production this year, and a recent week showed 11 features before the cameras in Hollywood and England.

Enquiry of Harvey Harnick, general sales manager for Canada, brought the information that Zarak, a powerful adventure story with Victor Mature and Anita Ekberg, is ready for release in this country and it will be followed by You Can't Run Away From It, starring June Allyson and Jack Lemmon, the musical remake of one of the

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### Cinemas Here To Stay—Quigley

The unquestioned durability of motion picture theatres as part of the entertainment world, supported by physical modernization, new screen techniques and the finest flow of product in the history of the industry, was emphasized by Martin Quigley, Jr., of New York,

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### Academy Nominees

Nominations for the 29th annual awards of the Academy of Motion Picture Arts and Sciences will be released February 18, it was announced in Hollywood last week. Some 1,800 members will cast votes for the nominees.

## National Committee Asks More Promotion Ideas

Disapproval of statements by important industry figures predicting a radical reduction in the number of theatres, as printed in the press, was heard at the annual meeting in Toronto of the National Committee of Motion Picture Exhibitors Associations of Canada. Such gentlemen, Owen Bird of British Columbia said, could speak for their own companies but should not make blanket predictions that included the enterprises of others.

Another matter which won common agreement in the early part of the session, introduced by Douglas Miller of Alberta, was the almost complete absence of selling

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### 'Sweet Smell Of Success'

Susan Harrison, screen newcomer, has been signed by Hecht-Lancaster to star in UA's Sweet Smell of Success.

### UA Montreal Branch First In Sales Drive

United Artists' Montreal branch, under the managership of Sam Kunitzky, will share in the \$50,000 prize money put up by the company in its Fifth Anniversary Sales Drive, recently concluded. The Montreal office took one of the first-place prizes awarded to each of three groups of equal grossing potential.

None of the other Canadian exchanges was able to finish in the first three. The cash award will be made to Montreal at a local presentation ceremony.



### At the Famous Players Western Regional Meeting

A number of Famous Players employees were inducted into the 25 Year Club at the dinner in the MacDonald Hotel, Edmonton, which ended the gathering of managers, partners and associates of the Western Division. The first two gentlemen on the left are R. W. Bolstad, vice-president, and J. J. Fitzgibbons, president. The next four are inductees: Charlie Wilson, Percy Gwynne, George Cox and Hec Hodgkinson. Next are Mayor and Mrs. Hawrelak.

### Adult Entertainment

Latest additions to the Adult Entertainment list of the Ontario Censor Board are Attack, The Bad Seed, Hindle Wakes, Love and Jealousy and Written on the Wind.

### Trailer For Hungary

The National Film Board contributed a trailer, made overnight on request, for use in stimulating theatre audiences to contribute funds for Hungary.

**GOUDREAU PARA MTL. MGR.; MURPHY TO ST. JOHN; HOGAN QUILTS**

Romeo Goudreau, salesman of the Montreal branch, has been appointed manager there for Paramount Film Service by Gordon Lightstone, general manager. He succeeds Bob Murphy, who has been transferred to the management of

the Saint John, NB branch following the retirement of the veteran Pat Hogan. The latter will give all his attention to the Newfoundland theatres in which he and his sister are partners with Famous Players Canadian Corporation.





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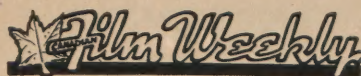
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## CINEMAS TO STAY

(Continued from Page 1)

editor of the Quigley Publications, as guest speaker at the luncheon which marked the close of the 15th annual meeting. Introduced by the president, Lionel Lester, and thanked after his address by Dick Main, Quigley gave a realistic, provocative picture of the industry's ills and the need for faith and work to make the obvious and waiting remedies take effect.

Five of the newest features will gross more than any five pictures in the industry's history, he said. These are The Ten Commandments, War and Peace, The Giant, Eighty Days Around the World and The King and I.

Among the head table guests were Metropolitan Mayor Fred Gardiner, Toronto Mayor Nathan Phillips and the Honorable Dana Porter, QC, treasurer of Ontario.

At the end of his speech, which received the utmost attention, he presented the Grand Award of the Motion Picture Herald, of which he is editor, to John McKim of Odeon Theatres. Canada had won it more times than its proportion of theatres of the domestic market, which includes the USA, warranted Quigley pointed out.

At the meeting which preceded the luncheon Russ Simpson, head of the membership committee, reported that there were 349 member theatres compared with 346 last year, although 31 had joined. The number lost through closings was 24 and this year there were 108 Independents compared with 117 last year.

The present board of directors was re-elected, this being comprised of Morris Berlin, Ottawa; Jack Clarke, Toronto; E. G. Forsyth, Toronto; Angus Jewell, Cannington; Lionel Lester, Toronto; Harry S. Mandell, Toronto; H. C. D. (Dick) Main, Sutton; J. D. McCulloch, Petrolia; Albert E. Rolston, Little Current; Russell Simpson, Renfrew; and William Summerville, Jr., Toronto.

That afternoon, following the luncheon, the directors met and returned the complete slate of officers. Re-elected were Lester, president; Simpson, v-p; Jewell, secretary; and Clarke, treasurer. Arch H. Jolley remained as executive secretary.

## Columbia Prepping 50

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most enjoyable films of all time, It Happened One Night. Due soon also is Columbia's followup to Rock Around the Clock, which mopped up financially. This one, which also offers Bill Haley and his band, being Don't Knock the Rock. Also waiting in line is Seven Waves Away, starring Tyrone Power and Mai Zetterling.

Among Columbia features in production in Hollywood are Twenty Million Miles to Earth, The Young Rebels, Garment Centre and Zombies of Mora-Tau. The Cuning and the Haunted is on location in Georgia. Being made in London are The Story of Esther Costello, Fortune Is a Woman, Interpol and The Witch. The Bridge on the River Kwai is being shot in Ceylon and The Admirable Crichton in Bermuda.

Among the big-budget efforts on the schedule are The Notorious Tenant; The Last Angry Man, a Book - of - the - Month selection; Jeanne Eagels, starring Kim Novak; Three-Ten To Yuma, Glenn

Ford-Van Heflin co-starrer; Pal Joey, starring Rita Hayworth, Frank Sinatra and Miss Novak; The Last Hurrah, to be produced and directed by John Ford; Middle of the Night, screenplay by Paddy Chayefsky, to be directed by Delbert Mann; The Great Sebastians; Andersonville; The Good Shepherd, from the novel by C. S. Forrester; remake of Lady for a Day, script of which currently is being rewritten by Frank Capra, who directed the original version more than 20 years ago, and Herbert Baker; The Mark Hellinger Story; and the Broadway hit of several seasons ago, Jacobowsky and the Colonel, which S. N. Behrman is writing.

Also on Columbia's 1957 list are Plain and Fancy, Broadway musical which Joseph Pasternak, formerly of MGM, will do; the Otto Preminger production Bonjour Tristesse; Bell, Book and Candle; the William Goetz production, Captain Calico, to star Clark Gable; and the Dino De Laurentiis production, The Sea Wall.

## NEW CHIEF BARKER FOR VARIETY

Refusal of Chief Barker David Griesdorf to run again and results of last week's election for a new Toronto Variety Club crew seem to indicate that his successor will be First Assistant Chief Barker N. A. Taylor, who was one of nine former canvassmen returned to the 1957 board. Chet Friedman and Ralph Dale were the two new names added to the crew at the election meeting in the Prince George Hotel, which saw over 100 Barkers and guests from across Canada turn out.

Re-elected were Herb Allen, George Altman, Clare Appel, Joe Bermack, Jack Fitzgibbons, Jr., Al Troyer, N. A. Taylor, Dan Krendel and Ernest Rawley. They will meet shortly and elect the 1957 officers from among themselves.

A letter, in which was a \$100 donation for the Heart Fund, from the Saskatchewan exhibitors' association was read and the president of that body, J. Duane McKenzie, was introduced and then inducted into Variety, along with Harry Hurwitz, Andy Rouse, Bob Stern, and F. Gordon Spencer.

Harry S. Mandell presented a Past Chief Barker Pin to R. W. Bolstad, who held the office three years ago.

## NICHOLAS M. SCHENCK TO RETIRE

Nicholas M. Schenck, one of the pioneers of the motion picture industry and one of those associated with the late Marcus Loew in the founding of Loew's Inc. and MGM, will retire at the end of the year as honorary chairman of the board of Loew's after 50 years of service. Now 74 years old, he was president of the company from 1927 until December, 1955, when he was elected chairman of the board. In October of this year he retired as chairman but remained a member of the board and honorary chairman.

Among the many tributes and expressions of regret voiced by industry leaders on the announcement of his retirement were those of Joseph R. Vogel, new head of Loew's; Eric Johnston, president of the MPAA; and Barney Balaban, head of Paramount Pictures.

## CHRISTOPHER AWARDS PRESENTED

Three films and 15 of those who worked on them were presented with semi-annual Christopher Awards recently in New York. The film citations and another 18 for the TV industry were given to the winners for "using their God-given talents in a positive and constructive manner," according to Father James Keller, founder of the Christophers.

The motion picture medallions went to:

Twentieth-Fox' The King and I; Charles Brackett, producer; Walter Lang, director; Ernest Lehman, screen writer; and Richard Rodgers and Oscar Hammerstein, for the book and lyrics.

Paramount's War and Peace; Dino De Laurentiis, producer; King Vidor, writer-director; and Bridget Boland, Mario Camerini, Ennio De Concini, Ivo Perilli and Robert Westerby, writers.

Columbia's The Eddy Duchin Story; Jerry Wald, producer; George Sidney, director; and Samuel Taylor screen writer.



THE apathy of the public, and often its lack of response to well-planned sales campaigns, has been a cause of great frustration to advertising and promotion men.

When the desired or anticipated results are not obtained from such campaigns, executives in most businesses make it their job to dig out the facts. In ours we just wonder.

There is a current dip in attendance which many find difficult to fathom. Some will say that the current trouble in Europe and the Middle East has been played up so strongly in the newspapers and on the radio and TV that it has kept a great many of our potential patrons in a state of nervous inaction. Others will say that there is more competition from television.

All of them should question whether we are offering the public enough of the type of entertainment it wants to see.

We must not assume that the most carefully planned and comprehensive surveys of the public's tastes and desires would provide us with all the answers. There are so many things for the average person to do, so many distractions, so many overlapping events, that we can assume that the prosaic will generally be passed over, not only for lack of interest but also for lack of time.

It becomes obvious then that most theatres can no longer show "fillers." There must be some lure or attraction. This doesn't necessarily imply that the quality must be of the highest; only that there must be a built-in ticket-selling aid. We have seen a number of both types of features lately — unfortunately, more of the former than the latter.

It is heart-breaking to exhibit what we know are extremely entertaining films, only to be met by very poor response and attendances. We are partly to blame for this because we do not keep up a constant barrage aimed at maintaining public interest in going to the movies.

Public apathy is sure to continue as long as ours does and we may, therefore, only expect to do business with the super-duper films or the "gimmick" ones. This is our business today.







ROMEO GOUDREAU

Paramount Montreal salesman, he has been promoted to manager of that branch, succeeding Bob Murphy, who took over the Saint John branch on the retirement of Pat Hogan.

## STRONG MGM LIST

(Continued from Page 1)

August Moon which, due to its importance, will be given special handling, the list is made up of seven new productions and six reissues taken from the most successful MGM films of the past.

Teahouse, which will open late in November in several USA keys, will be the Christmas attraction at the Radio City Music Hall in New York and will likely open in several exchange cities in Canada at the same time. Shot in Japan, it stars Marlon Brando, Glenn Ford and Machiko Kyo.

November releases include The Rack, with Paul Newman, Wendell Corey, Walter Pidgeon and Anne Francis; Julie, the Arwin production starring Doris Day, Louis Jourdan and Barry Sullivan; and two re-releases — A Tale of Two Cities, starring Ronald Colman and Elizabeth Allen, and Marie Antoinette, with Norma Shearer, Tyrone Power and John Barrymore.

For December distribution are The Great American Pastime, with Tom Ewell, Anne Francis and Ann Miller; The Iron Petticoat, produced in VistaVision and Technicolor by Remus Productions and starring Bob Hope and Katharine Hepburn; and the reissue, Mutiny on the Bounty, with Charles Laughton, Clark Gable and Franchot Tone.

Set for January are Edge of the City, produced in New York by Jonathan Productions and starring John Cassavetes, Sidney Poitier and Kathleen Maguire; Slender, with Van Johnson, Ann Blyth and Steve Cochran; and two reprints — Green Dolphin Street, with Lana Turner, Van Heflin and Donna Reed, and Boys Town, starring Spencer Tracy and Mickey Rooney.

## News Notes

### CUMMINGS, EMP-U IN GIFT TO MCGILL

The Maxwell Cummings Family Foundation of Montreal and Empire-Universal Films Limited joined with Maclean's Magazine to make possible the donation to McGill University of the photo collection of William Notman, who 100 years ago took up photography in Montreal. Maclean's donated \$15,000 and the other two \$5,000 each. A story in the current Maclean's, to which the cover is devoted, is illustrated by many of Notman's photos.

The collection is being housed in the Redpath Museum of McGill and after cataloguing will become part of the McCord collection of Canadiana. The Notman prints are also being microfilmed.

The 600,000-or-so negatives and prints that make up the collection came to Associated Screen News in 1937 with the purchase of the Notman photographic interests, which included a store, from his sons. ASN moved the collection into its basement and operated the store until it was acquired from the CPR and other stockholders by Paul Nathanson, a stockholder, who is vice-president of Empire-Universal Films. Soon after Maxwell Cummings became president of Associated Screen News.

Among the interests the new management got rid of was the store, which is now being operated by two former ASN employees and two of the staff.

### UNIFIED SHIPPING FOR NEW ENGLAND

Single unit distribution, frequently discussed in Canada, will become a fact in the New England area of the USA, where National Film Service, Inc. will undertake the inspection and shipping for 11 of the top companies.

James P. Clark, president of the film-handling service, said recently the company would operate from a single depot in a new structure in New Haven.

The two-storey \$500,000 building will be opened in the early spring and will also contain sales offices for each distributor, he said.

Chester M. Ross, executive vice-president of the company, said that "with all the distributors under one roof for the first time, savings to the distributors would range from 5 to 20 per cent.

The distributors include Allied Artists, Buena Vista, Columbia, Metro-Goldwyn-Mayer, Paramount, Republic, RKO, Twentieth Century-Fox, United Artists, Universal-International and Warner Brothers.

### NFB CAMERAMAN WITH UN POLICE

Denis Gillson, head of the National Film Board's camera division, left Montreal Saturday, November 17 to cover activities of the United Nations' police action in the Middle East, it was announced by A. W. Trueman, Commissioner of the National Film Board. Gillson flew to Naples, marshalling centre for the UN force.

He will be accredited as an official United Nations Photographer and his coverage will be available to the world through facilities of the United Nations. In addition, the National Film Board plans the production of a film which will document the part played by Canada and its representatives in recent world developments, not only in the police action now being undertaken, but in the diplomatic activities which preceded the present move.

Gillson, 35 years of age, has been with the National Film Board since September, 1942 and has photographed many of the Board's productions during the past 15 years.

### RANK GOING AHEAD IN USA

The Rank Organization plans to acquire theatres in the United States in order to ensure adequate outlets for the group's film productions, John Davis, managing director, announced from London last week.

"We shall only acquire theatres if the terms are reasonable and economic," Davis said. He added that the Sutton Theatre, New York, had already been leased with renewal options extending over a long-term period.

"I have said that British films are not being given a fair opportunity to be seen by the American public," Davis stated. "I stand entirely by that view and the testing time is now coming. It is our intention to create an organization and build a business which will earn dollars on a sound basis."

Davis also revealed plans of the Rank interests to set up their own distribution facilities in the United States with sufficient branches to ensure national distribution of this British film output in that country. He said that he had formed Rank Film Distributors of America Inc., with Kenneth Hargreaves as president and that the new organization would put its first group of films into American release immediately, including Battle of the River Plate, The Spanish Gardener, Reach for the Sky and A Town Like Alice.

## FIGHT TOLL TV

(Continued from Page 1)

ing of its board. The MPTAO is the second Canadian exhibitors' association to go on record as opposing toll TV, the first having been the Theatre Owners' Association of Quebec. The MPTAO objections:

1. Existing TV and radio enables control and guidance in assisting Canada's cultural development, with features adequately presented through theatres representing investment and employment over a wide geographical area. Toll TV will consist mainly of programs produced in the USA and provide little opportunity for Canadian talent and ideas, thus being counter to the recommendations of the Massey Commission.

2. Subscription TV will not only force all but the largest theatres to close but will concentrate feature exhibition in a few hands.

3. The Canadian Broadcasting Corporation "is achieving a good balance of programs" and toll TV, concentrating on the masses, will eliminate service to minority audiences.

4. Failure of toll TV principals to win approval from the government in the USA has caused them to try Canada to demonstrate dollar potential. The USA producer would occupy the best hours, leaving the secondary hours to cultural programs. "The policy of the Canadian Broadcasting Corporation to cultivate and elevate public tastes must inevitably be nullified by the competition of mass audience motion picture exhibition over competitive outlets in optimum viewing hours."

5. Subscription TV will "destroy the relationship between talent and audience" by eliminating studio guests. The long-term effects of so much sports and other entertainment forms "could seriously weaken the community spirit which is apparent in Canadian cities, towns and villages."

6. There is no demand for toll TV and "the only benefit that could result is the profit that would accrue to vested interests at the expense of the Canadian public."

7. Toll TV would eventually accept advertising and thus affect the CBC and other non-fee operations adversely.

Famous Players Canadian Corporation, which has the Telemeter franchise and supported toll TV before the Royal Commission, is a member of the MPTAO.

### Galahad's Second For RKO

Galahad's second film for RKO, now under way, is The Violators.

### 'The Young Rebels'

Merry Anders has been signed by Columbia to play one of the feminine leads in The Young Rebels, which Wallace MacDonald produces with David Rich directing. Miss Anders will appear opposite Roger Smith, one of the three male leads in the story.



## NAT'L COMMITTEE

(Continued from Page 1)

and exploitation ideas of the sort that used to accompany each picture from its distributor. Coupled with this was the complaint that accessories service had suffered since the exchanges had dropped their poster departments. Russell Simpson of Ontario pointed to the automobile business as the best example of promotion ideas and accessories.

"They've taken Show Business away from us," agreed President Morris Stein, in the chair. "We've got a lot of big advertising minds in our business but they can't seem to get out of the old habits." Someone pointed out that even the legitimate theatres had worked out advanced ideas for advertising and promotion. It was decided to introduce the shortage of promotion aids and poster difficulties before the Motion Picture Industry Council of Canada, at which the distributors will be represented.

Most of the troubles aired by the various representatives were along the same lines — fair rentals, bingo, amusement tax gains and aims, the need for complete removal of nitrate prints so that insurance rates might be reduced and safety rules re-examined, etc.

J. Duane McKenzie, president of the Saskatchewan association, said that distributor-exhibitor relations had improved greatly in his province and adjustments had been made in many cases. "In all fairness, we must recognize that production has problems — a great many problems," he stated. "The exhibitor shouldn't expect more than an equitable deal — and the distributor needs one also."

Only the Manitoba association, through President Harry Hurwitz, gave the delegates a new subject — drive-in showing at no charge, brought about on the part of four situations by the need to compete with the one that began it. Various ways of approaching this form of conduct legally with a view to ending it were touched on but none was approved and this will also be heard before the Industry Council.

Official delegates to the sessions were Owen Bird of Vancouver and Myron McLeon of Powell River — British Columbia Exhibitors Association; A. W. Shackleford of Lethbridge and Douglas Miller of Taber — Alberta Theatres Association; J. Duane McKenzie of Estevan and F. J. Lundholm of Swift Current — Saskatchewan Motion Picture Exhibitors Association; Harry and Robert Hurwitz of Winnipeg — Manitoba Motion Picture Exhibitors Association; Lionel Lester, E. G. Forsyth and Morris Stein of Toronto and H. C. D. Main of Sutton — Motion Picture Theatres Association of Ontario; Doris Robert of Granby and William Lester, John Ganetakos and Leo Choquette of Montreal — Quebec Allied Theatrical Industries; and F. Gordon Spencer of Saint John, NB — Maritime Mo-

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tion Picture Exhibitors Association.

All the 1956 officers were returned with the exception of the Western vice-chairman, McKenzie replacing S. R. Miles in that post. Re-elected were Stein, chairman; Spencer, Eastern vice-chairman; Main, secretary-treasurer; and Arch H. Jolley, assistant secretary.

### First 'Oedipus' Dates In Four USA Cities

First engagement, an extended-run date, has been set for Oedipus Rex at the 55th St. Playhouse in New York starting January 7. Other bookings are at the MacArthur, Washington; Five West,

Baltimore; and Shady Oak, St. Louis.

Oedipus Rex was directed by Tyrone Guthrie and produced by Oedipus Rex Productions Limited at the Canadian Film Laboratories studio near Toronto. The cast of the Stratford Shakespearean Festival are featured in the film.



## Short Throws

**TORONTO** exhibition patterns are changing because of long runs tying up such theatres as Shea's, Tivoli and the University. To put Allied Artists' Friendly Persuasion before a large public at the same time day-and-date exhibition was arranged for the Towne Cinema, usually an art house with 693 seats, and the Eglinton, which has 1,080 seats. The Towne Cinema is a 20th Century Theatres' house and the Eglinton belongs to Famous Players. Now Jack Labow of RKO has sold Death of a Scoundrel to Odeon for its beautiful uptown showcase, the Hyland.

**FOURTH** screen in three years, this one from Vicra-lite, is being installed in the Uptown, Toronto. The new one is claimed to have 60 per cent more lighting.

**ODEON** has been trying vaudeville oftener lately than in the recent past. The Mercier, Montreal has a weekly flesh and film program, the vaudeville being in French. It is also touring a USA Rock 'n' Roll show, the Harlem Review, throughout Ontario at raised prices.

**SAFE-DRIVING** Day has been extended to Safe-Driving Week by the Canadian Highway Safety Conference and is scheduled for December 1-7. Backed by Prime Minister Louis St. Laurent and the Premiers of all ten provinces, the campaign is endorsed by innumerable corporations, industries and associations. It urges pedestrians and drivers to observe all the common-sense safety rules of walking and driving for the special week and all the time.

**PRESENTATION** of the 1956 Edison Awards for films, television and radio will be shared by Mary Pickford, Charles F. Kettering, president of the Thomas Alva Edison Foundation, which sponsors the Awards, and Charles Edison, honorary president. Some 500 guests of the Foundation will watch the ceremonies, which will take place at a dinner in the Waldorf-Astoria Hotel, NY on December 3. Ralph J. Cordiner, president of General Electric, will be guest speaker.

**REFERRING** to the 1956-57 edition of the Year Book of the Canadian Motion Picture Industry as "an authoritative guide for all those who require factual knowledge of the Dominion motion picture industry," The Film Daily of New York, in its Book Reviews section, goes on to say: "All the vital statistics of Canadian exhibition, production and distribution are there." The review lauds N. A. Taylor's Our Business article,



Martin Quigley, Jr., Presents Award to John McKim

Shown above are Martin Quigley, Jr., of New York (right) presenting The Motion Picture Herald's Quigley Grand Award for Showmanship to Odeon Theatres' John McKim at last week's annual meeting of the Motion Picture Theatres Association of Ontario in the King Edward Hotel, Toronto. At the time of winning of the Award, which is given for the best campaign conducted by a manager in Canada or the USA, McKim was supervisor of the Odeon Theatre in Ladysmith, BC, but has since been promoted to the advertising and publicity department at Odeon's head office in Toronto as assistant to Ron Leonard.

which, it says, "intelligently summarizes the Canadian Industry situation."

**JANET SCLEEN**, who was the first National Film Board employee after John Grierson was hired 17 years ago, was presented with an oil painting as a wedding gift by Government Film Commissioner A. W. Trueman for her colleagues. She will leave the NFB after her marriage and live in New York, where she was stationed.

**FIRE** recently destroyed Arthur Mitchell's 250-seat Mayfair Theatre, the only one in Port Elgin, New Brunswick. Damage was estimated at \$30,000.

**ORGANIZED** to disseminate information to projectionists on new techniques and developments, the Projectionists Information Committee of the SMPTE will distribute its news mostly through popularized technical articles in the IA Bulletin. Chairman of the committee is Ralph Heacock and vice-chairman is Merle Chamberlin.

**COURT CASE** in Montreal may grow out of the summons issued to J. Arthur Hirsch and William Elman on the complaint of P. F. Portael of Brussels, president of Trans-Canada Film Distributors Corporation. The summons, signed by Judge Proulx at the request of Rene Dandurand, QC, requires Hirsch and Elman to be on hand for the answering of questions related to the operation of two small

distribution companies handling European films. They and Portael were jointly interested and the Belgian wants \$50,000 that he claims should have come to him during the four-year association be-

**GOODWILL** tour of the Hon. Paul Martin, Minister of Health and Welfare, around the world is being filmed by Roy Tash, newsreel photographer of Associated Screen News Limited, which supplies 80 per cent of Canadian newsreel content. The trip will include Canada's representation at the Colombo Plan conference and many discussions with Asian country leaders on matters of world importance.

**CLOSED** for nearly a year, the 441-seat Capitol, the only theatre in Paris, Ontario, has been leased from Premier Operating by J. Kent Craig, who operates three theatres in Hamilton, Ontario.

**DAMAGE** estimated at \$600 was caused to Odeon Theatres' Capitol in Moncton, NB by a recent fire in one of the washrooms during a Saturday matinee. Quick work by the staff confined the blaze and emptied the theatre of the large crowd of children without any confusion and without anyone being injured.

**RETURNED** by acclamation for the 12th time as deputy reeve of York Township, Charles Cashman of Photo Engravers is entering his 21st year on the Council.

## Gray Successor To Marshall At NFB

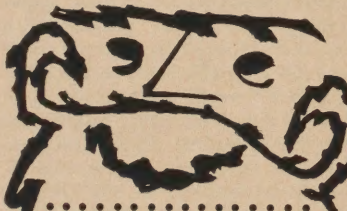
Successor to C. W. Marshall, NFB senior official recently appointed representative in Southeast Asia, is C. W. Gray, distribution supervisor in the Prairie Province. He will be assisted by Pierre de Bellefeuille, associate chief of distribution under L. W. Chatwin, who will handle French-Canadian matters.

Marshall leaves for Delhi, India early in January and will establish headquarters in the office of the Canadian High Commissioner. He joined the NFB 12 years ago.

## No Olympics Movies For TV, Newsreels

After negotiating for over a year with the Melbourne committee of the Olympic Games 25 American, Canadian, British and West European theatre and TV newsreel organizations have abandoned plans to show daily films due to restrictions set by the committee. This latter body proposed taking its own movies and releasing three minutes of film each day free of charge. The 25 organizations had agreed to use only three minutes of film in any one newsreel and no more than nine minutes a day but wanted to take their own films.

The result is that films of the Games will only be shown after the Games conclude.



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## TEENAGE REBEL

with Ginger Rogers, Michael Rennie,  
Betty Lou Keim.

20th-Fox (CinemaScope) 94 Mins.  
DRAMA OF MOTHER-DAUGHTER CON-  
FLICT WITH ENTIRE-FAMILY APPEAL.

Mother and daughter have a stormy time of it trying to rediscover one another after a parting of eight years in *Teenage Rebel*. The picture often is superior in story content to the average film and is put together with fine production polish. Its appeal is for the entire family and should make a satisfactory showing at the box-office.

Ginger Rogers plays the attractive mother, Michael Rennie her second husband and Betty Lou Keim the hostile and disagreeable daughter, made so by a lack of love and understanding.

Throughout the Charles Brackett production which Edmund Goulding directed are brisk-moving interludes with the younger generation and their rhythms. Thus the youngsters have their rock-and-roll sessions, stock car races and exuberant dances. The music by Leigh Harline and the photography by Joe MacDonald play an important role in the picture's overall effectiveness.

Mildred Natwick plays a next house neighbor, while Diane Jergens and Warren Berlinger are her children, and Rusty Swope plays the impish youngster of Miss Rogers and Rennie. The latter performs with his accustomed and pleasing suavity. For a large part of the film's beginning, Miss Rogers cavorts about in shorts, proving that time has played no havoc with her figure.

CAST: Ginger Rogers, Michael Rennie, Mildred Natwick, Rusty Swope, Lili Gentle, Louise Beavers, Irene Hervey, John Stephenson, Betty Lou Keim.

CREDITS: Producer, Charles Brackett; Director, Edmund Goulding; Screenplay by Walter Reisch and Charles Brackett; From the play by Edith Sommer.

DIRECTION: Good.

PHOTOGRAPHY: Good.

## 20th-Fox, Titanus To Make Five Pictures

Five films, to be shot in CinemaScope in Europe on a budget of between \$500,000 and \$600,000 each, will be made by 20th-Fox and Titanus Films under a co-production deal recently negotiated.

Titanus will release two of the films in Italy and 20th-Fox the other three, as well as releasing all five in the rest of the world. They will be made in a foreign language and slanted for the international market. All will be produced at the Titanus studios in Rome, the largest in Continental Europe.

## ATTACK

with Jack Palance, Eddie Albert,  
Lee Marvin, Robert Strauss.

United Artists 107 Mins.  
ALL-MALE CAST REGISTERS IN  
WARTIME PSYCHOLOGICAL STUDY.  
BATTLE ACTION INTERSPERSED  
WITH CHARACTER DELINEATIONS  
SHOULD HOLD MOST AUDIENCES.

The story of a group of men whose morale has been weakened by their cowardly-commanding officer, *Attack!* has been the recent subject of Congressional and Army controversy which never yet has hurt the boxoffice.

Produced and directed by Robert Aldrich, from Norman Brooks' Broadway play, *The Fragile Fox*, the screenplay is credited to James Poe. He has done a capable job of delineating his characters in the mixed group assembled under Army captain Eddie Albert.

Lee Marvin contributes a good performance as Albert's superior, forced to ignore the situation because of back-home political interests.

Jack Palance is forceful and sincere as the indignant lieutenant who wants Albert removed. Noteworthy, also, are Robert Strauss, Buddy Ebsen, William Smithers and Richard Jaeckel.

The all-male cast presents a plausible picture of action under fire during World War II, with some very good action shots interspersed through the character studies by director Aldrich.

CAST: Jack Palance, Eddie Albert, Lee Marvin, Robert Strauss, Richard Jaeckel, Buddy Ebsen, William Smithers.

CREDITS: An Associates and Aldrich Co. presentation; Producer, director, Robert Aldrich; Screenplay, James Poe; From the stage play by Norman Brooks; Assistant producer, Walter Blake.

DIRECTION: GOOD.

PHOTOGRAPHY: Well Done.

## Taina Elg Cast In 'Les Girls'

Taina Elg will star with Gene Kelly, Mitzi Gaynor and Kay Kendall in MGM's *Les Girls*.

## JULIE

with Doris Day, Louis Jourdan,  
Barry Sullivan.

MGM 99 Mins.  
MELODRAMA OF FLIGHT AND PUR-  
SUIT. HAS BOXOFFICE CAST AND GOOD  
PRODUCTION VALUES. SHOULD DO  
WELL.

Doris Day finds herself the target of an obsessed husband's drive for vengeance in *Julie*. The picture maintains a tension from beginning to end that will keep the fans riveted with attention. The overall production effect is rather good too, even though the story here and there shows the mark of contrivance. An offscreen title song is sung by Miss Day at the beginning and she handles the tune with felicity. All told, the picture should rate well with the average customer.

The picture is a relentless flight and pursuit. Miss Day's second husband is Louis Jourdan, a man of brooding, tortured instabilities. Barry Sullivan is Miss Day's friend and Frank Lovejoy is a detective who finally awakens to her danger.

The team of Andrew L. Stone, director and writer; Martin Melcher, producer, and Fred Jackman, Jr., director of photography, have combined to wring every ounce of excitement out of the story.

CAST: Doris Day, Louis Jourdan, Barry Sullivan, Frank Lovejoy, John Gallaudet, Harlan Warde, Jack Kruschen.

CREDITS: Producer, Martin Melcher; Director, Andrew L. Stone; Written by Stone. Director of photography Fred Jackman, Jr.

DIRECTION: Very Good.

PHOTOGRAPHY: Okay.

## WB's 'Damn Yankees'

George Abbott will produce *Damn Yankees*, top-ranking Broadway musical, as a motion picture for Warner Bros., with production scheduled for early 1957. The play, authored by Abbott and Douglas Wallop, will be produced by Abbott in association with Frederick Brisson, Robert E. Griffith and Harold S. Prince.

## MPAA-COMPO FOLLOW MPICC LEAD

As Canadian exhibitors began giving some thought to the next Oscar public participation contests, a sub-committee of the Motion Picture Association of America's advertising and publicity group decided to join the Council of Motion Picture Organizations in an American version of them. The MPAA committee was led to take this step after hearing C. S. Chaplin, UA general manager in Canada, describe the experience and results of Canada's Oscar contest, inaugurated last year.

Canada will not tie in with the USA contest, which will be the first national one of that kind there, it having been tried in Texas. The public relations committee of the Motion Picture Industry Council of Canada, of which Chaplin is chairman, sponsored the contest under his general chairmanship last year and has decided to go ahead again. It is not unlikely that this year someone will be hired as administrator of the contest.

General Motors, which provided four Oldsmobiles last year for big-city prizes and got trailer-boosting for the cars and the contests in those places, is expected to broaden its participation this year.

## YOU CAN'T RUN AWAY FROM IT

with June Allyson, Jack Lemmon,  
Charles Bickford.

Columbia 95 Mins.  
(CinemaScope-Technicolor)

BRIGHT, LIGHT COMEDY-WITH-MUSIC WHICH HAS MOMENTS OF HIGH HILARITY. ALLYSON AND LEMMON SCORE IN THEIR ROLES. POWELL'S DIRECTION IS WELL PACED.

Dick Powell's musical re-make of the famous Capra-Colbert-Gable comedy hit, *It Happened One Night*, has turned out exceedingly well. Co-starring June Allyson and Jack Lemmon, the film bounces along sparkling with the witticisms of Messrs. Binyon and Riskin. Their screenplay, based on the short story by Samuel Hopkins Adams, has many moments of high hilarity which will be appreciated by audiences.

Photographed in CinemaScope and Technicolor by Charles Lawton, Jr., the picture covers many locations provided by producer Powell as his story winds its way from California to Texas, via Greyhound.

Miss Allyson and Lemmon are excellent in their roles, proving once again their prowess in the comedy field. Supporting actors include Paul Gilbert, Jim Backus, Stubby Kaye, Allyn Joslyn and Henny Youngman. Gilbert scores in a small, but effective, role of a hep-talking "bus wolf."

Although it would seem that the musical numbers interspersed through the footage were not really necessary, their addition is a pleasant one. Written by Johnny Mercer and Gene De Paul they've been staged by Robert Sidney and contribute to the general enjoyment.

Powell's direction is light throughout, keeping the picture moving at a fast clip from laugh to laugh. It's one that should appeal to most audiences and can be counted on to score well at the boxoffice.

CAST: June Allyson, Jack Lemmon, Charles Bickford, Paul Gilbert, Jim Backus, Stubby Kaye, Henny Youngman, Allyn Joslyn, Jacques Scott.

CREDITS: A Dick Powell Production; Producer, director, Dick Powell; Screenplay, Claude Binyon, Robert Riskin; Based on a short story by Samuel Hopkins Adams; Photography, Charles Lawton, Jr.

DIRECTION: Fine.

PHOTOGRAPHY: Excellent.

## James Goode Passes

James Allan Goode, one of the original Dumbells and for 20 years manager of Famous Players' ticket control and shipping department until leaving that company in 1949, died last week in Sunnybrook Hospital, Toronto after a long illness. Latterly he had been on his own in the sign and poster business.



## Columbia, NY, In New Quarters

Recent move of Columbia Pictures' home office to its new building at 711 Fifth Avenue, New York is the second change of address in the 36 years the company has been doing business. It was from a single room at 1600 Broadway in 1920 that the Cohn brothers, under the title of the CBC Films Sales Company (Cohn, Brandt & Cohn), sold their very first film, a two-reel comedy entitled *They Did it on \$8 Per.*

A year later the company distributed its first feature, *Heart of the North*, starring Roy Stewart and Louise Lovely. In those days CBC Film Sales operated through states right exchanges but it wasn't until 1925, a year after the name was changed to Columbia, that the Al lens were successful in securing the Canadian franchise of the hustling new outfit, an association that still continues today.

By 1924, the year the name was changed to its present one, Harry Cohn had gone to Hollywood to take charge of production and studio operations, the company had left the states rights field to establish franchises in key cities. In that year three people joined the organization who are still Columbians. They are Rube Jackter, assistant general sales manager; Harry Foster, head of Eastern production; and Rose Hand, chief telephone operator.

With the feature schedule reaching 16 a year, Columbia in 1926 began to open its own branch offices in key cities. Three years later, before the nationalization plans were completed, the home office became overcrowded. At this point the 11th floor of 729 Seventh Avenue was rented and the headquarters moved there. Jack Cohn and 14 others who made that move are still associated with the company.

By the summer of 1935, in the midst of the depression, Columbia had air-conditioned all of its three floors, the first motion picture home office so equipped at that time. A year later, a fourth floor had been acquired and almost 400 persons were working in the home office. Twenty years later the staff had just about doubled and another move was in the offing.

The building at 711 Fifth Avenue was acquired and a complete renovation and modernization program taking 16 months was undertaken. Today experts claim that it can be matched against any new office structure in New York for equipment and facilities. The decor and color schemes on the nine floors reserved for Columbia and Screen Gems, its subsidiary, are the last word but vary from floor to floor to achieve the utmost in beauty and luxury. Two other floors will be available for renting.



THANKS TO those who wrote us notes about our Year Book . . . Earl Wilson's observation: "Nowadays a movie short is a film that only runs two hours" . . . A certain guy everybody knows has discovered how to make instant whiskey. He's so saturated from his long-time daily dipso into the drink that all he has to do to start the day off drunk is to have a glass of water when he gets up . . . In town looking things over: John McMillan of Associated Rediffusion, England . . . Al Easson told me about the country boy who was told several times that he wouldn't be paid for his hauling job until he submitted a statement. At last he did: "Three goes and three come backs at four bits per went—\$3" . . . Lady asked her hairdresser to have her hair dyed a titian hue. "My husband told me yesterday that I ought to have my head read," she explained. Read "read" for "red" . . . Don Fevreau, on closing the Ottawa Valley circuit's drive-in managed by him, stuck this sign on the marquee: "Pretty soon the snow from sky she falls/ You watch'm shows, you freez'um eyeballs!/ Closed for the winter . . . / See you in the Spring!"



COULDN'T GET my sights on the Chrysler Festival, literally and otherwise, since a TV show in a theatre is a hybrid — neither stage nor screen entertainment for those in the house. I heard afterwards from home viewers that the camera work was spoiled by confusion, head and leg cutoffs and not enough closeups. My only impression was that much of the program lacked novelty, with Eartha Kitt repeating her unmoral melodies in her almost comic, quavery voice; Shirley Jones doing the same old *Oklahoma!* stuff and Edmund Hockridge singing the soliloquy from *Carousel* against the same old fisherman's paraphernalia. Some dancers from the National Ballet cavorted in a way that seemed to puzzle most of the audience, Eileen Grand did her quiet little bit of question asking and Hume Cronyn, as the emcee, displayed a cold geniality. Mind you, it was a stupendous undertaking. Was it a good TV show? I'll tell you after I ask more people who saw it . . . What a great musical could be made of the life of Sir C. B. Cochran, the English producer and sports promoter! The late "C.B." — or "Cocky," as others called him — worked both sides of the Atlantic in the sports and theatrical fields and was probably the greatest showman of all time. There's a lovely romance, success, bankruptcy and a great comeback in the story. The English haven't done well at musicals but here's one that's a natural for them . . . Congratulations to the Irving Hermans, Toronto, and the Tom Clearys, Montreal, on fine heir-male deliveries.

CONDOLENCES to Dave Brandston of JARO on the passing of his mother . . . Paul Gormley, Ottawa mugg for *Variety*, left the Department of Agriculture to be assistant general manager and handle public relations for the Canadian Highway Safety Conference . . . Ross McLean, who quit Unesco in Paris and wants to come home, should make a valuable executive for any company. He's the former National Film Commissioner . . . The man to head the government's Canada Council is working for them now: A. W. Trueman, chairman of the National Film Board . . . Although Kirk Douglas isn't shown cutting his ear off in *Lust for Life*, a 27-year-old male patron of the Towne Cinema fainted when the painter uttered that shriek of pain and had to be lugged out for first aid . . . The mental image of the old-time vaudeville backstage, such as the Uptown, was of ropes, ropes, ropes. Now it's of cable and more cable. They had eight miles of it for the Chrysler Festival . . . Got a funny feeling as I picked up my Crest Saturday Night tickets for *The Three Sisters* at 8 p.m. and was swamped by the crowd coming out of the 5.30 matinee. Just like a movie house: one crowd out and the other in. At that, they're now talking about the movies becoming a two-a-day operation generally in the future.

## News Clips

Largest theatre chain in the USA, American Broadcasting-Paramount Theatres, Inc., which operates 580 houses, will enter film production despite the Government ban through a subsidiary company, Am-Par Pictures Corporation . . . Winnifred Stokes has been appointed managing editor of the Niagara Falls Review, following the death of James M. Cowan, editor for the last 34 years. W. B. Leslie, son of F. H. Leslie, the publisher, becomes editor of the daily paper as well as manager.

Quebec division of the Canadian Picture Pioneers will hold its annual meeting in the Rialto Hall, Montreal on November 27, the day before the annual meeting of the Quebec Allied Theatrical Industries . . . General convention chairman of the 1957 conference of the National Association of Concessionaires, scheduled for the Americana Hotel in Miami on November 17 to 21, will be Van Myers, first v-p of the NAC and concessions head of Wometco Theatres of Miami.

New Chief Barker of Tent 5, Detroit of the Variety Clubs is Ben Rosen, manager of Confection Cabinet Corporation . . . Guest speaker at a luncheon meeting of the Saskatoon Kiwanis Club was James Cameron, Lakehead supervisor for Famous Players, who pointed out that a movie theatre is an essential part of the business life of a community . . . Rowdiness has caused Odeon Theatres to cancel student prices and ban members of two high school clubs at the Odeon and Sapperton theatres in New Westminster, BC.

Complete renovation and rebuilding is under way on Hyman Bessin's Glebe Theatre in Ottawa, which is closed for alterations . . . One of the featured lecturers of the ASN film production course in Montreal was Robert J. Wade, who created the settings and art for many top TV shows in the USA and authored the manual, *Designing for TV* . . . Latest in the National Film Board's Perspective Series for TV is *Sable Island*, which was produced by Julian Biggs.

A policy of vaudeville along with its regular film program is now in effect at Odeon Theatres' Mercier in Montreal . . . Newly-elected officers and managers of the Rochester Section, which includes Eastern Canada, of the SMPTE are Walter I. Kisner of Eastman Kodak, A. E. Neumer of Wollensak Optical, Richard E. Putnam of General Electric, Rodger J. Ross of the CBC, Jasper N. Chandler of Eastman Kodak, Sheldon Holland of Holland-Wegman and John L. Forrest of Ansco.



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starring Lex Barker • Anne Bancroft • Mamie Van Doren  
Ron Randell • Marie Windsor • John Dehner

#### **"TOMAHAWK TRAIL"**

starring Chuck Connors • John Smith • Susan Cummings  
Lisa Montell

#### **"VOODOO ISLAND"**

starring Boris Karloff

#### **"WAR DRUMS"**

in Color by DeLuxe  
starring Lex Barker • Joan Taylor • Ben Johnson

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